

Marian Azzaro
4845 N. Damen Ave. 2S Chicago, IL 60625
Cell Phone (773) 206-9075

Curriculum Vita

EDUCATION

UNIVERSITY OF CHICAGO, Chicago, IL **June 1989**
MBA, Marketing and International Business

UNIVERSITY OF IOWA, Iowa City, IA **May 1979**
BBA, Marketing and Management

ACADEMIC EXPERIENCE

Teaching and Administrative Responsibilities

ROOSEVELT UNIVERSITY, Chicago, IL
Associate Professor, Integrated Marketing Communications **1/1999 – Present**
Teaching classes and advising students in integrated marketing communications (IMC) for the graduate M.S.I.M.C. program and undergraduate program in advertising and public relations.

Chair, Department of Communication **8/2008 – Present**
Administrative head of the department overseeing the full-time and part-time faculty supporting 3 undergraduate and 1 graduate degree programs with a combined total of approximately 250 students.

Assistant Chair, Department of Communication **8/2000 – 8/2008**
Administrative and faculty head of IMC studies at Roosevelt. Responsible for curriculum development, annual budget process, and hiring and evaluation of faculty for all IMC courses in the graduate and undergraduate programs.

Adjunct Instructor, Integrated Marketing Communications **6/1998 – 12/1998**
Teaching a graduate-level course on Advertising and Sales Promotion.

Courses Taught

Graduate:

Brand Marketing and Integrated Marketing Communications
Methods of Integrated Marketing Communications
International IMC Study Experience
The Integrated Marketing Communications Plan

Undergraduate:

Introduction to Advertising
Advertising Media Planning
IMC Principles and Best Practices
Brand Management

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Publications and Conference Proceedings

Books:

Building Customer-Brand Relationships by Don Schultz, Beth Barnes, Heidi Schultz, and Marian Azzaro (February 2009) M.E. Sharpe New York, NY. Azzaro as author of Part III chapters 11-14.

Idea Industry: How to Crack the Advertising Career Code by Brett Robbs and Deborah Morrison and selected authors including Marian Azzaro (April 2008) The ONE Club New York, NY. Azzaro as author of chapter on careers in media planning and buying.

Azzaro, M., C. Lloyd, M. A. Shaver, et. al., *Strategic Media Decisions: Understanding the Business End of the Advertising Business*, 2nd Edition, The Copy Workshop, Chicago, IL. December 2007.

Non-refereed Publications:

Azzaro, M. "Media Planning: The Business End of Advertising" *The IMC Handbook: Cases and Readings in Integrated Marketing Communications* 2nd Edition, edited by J. Steven Kelly and Susan K. Jones, Racom Communications Chicago, IL, 2009.

Azzaro, M. "Amtrak: A Communications Planning Challenge" *The IMC Handbook: Cases and Readings in Integrated Marketing Communications* 2nd Edition, edited by J. Steven Kelly and Susan K. Jones, Racom Communications Chicago, IL, 2009.

Azzaro, M. "Bad Year for Network TV Advertising" *IMC Review Journal of Integrated Marketing Communications* Spring 2004, page 5.

Azzaro, M. "KFC Ads No Mistake, This Reader Believes" *Advertising Age* February 2, 2004, page 15.

Azzaro, M. "At Networks, Less Means More" *Broadcasting & Cable* December 1, 2003, page 50.

Seminar and Conference Participation:

Association for Education in Journalism and Mass Communications, annual conference: Toronto, ONT, August 2004, Panel Moderator "Nurturing Diversity in Journalism and Mass Communications."

Association for Education in Journalism and Mass Communications, annual conference: Toronto, ONT, August 2004, Discussant, Advertising Division competitive papers research session.

Association for Education in Journalism and Mass Communications, annual conference: Kansas City, MO, August 2003, Panel Moderator "After the Fall: Career Developments in Advertising and Public Relations."

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Society for Marketing Professional Services, Education Forum: Chicago, IL, February 2003,
Presenter, “Graduate Studies in Marketing.”

Association for Education in Journalism and Mass Communications, Annual Conference: Miami,
FL, August 2002, Discussant, Internships and Careers Interest Group, Research Session.

Academic and Professional Service

Service to the Roosevelt University Academic Community:

Department of Communication

- Department Chair, August 2008-Present
- Search Committee Member 2006-2007, 11/12, 12/13, 13/14
- Advisor, Roosevelt University Student Chapter of the American Advertising Federation
- Search Committee Chair, Fall 2004, Summer and Fall 2001

College of Arts and Sciences

- Elected Chair, CAS Curriculum Committee, 2016/17-Present
- Elected Vice Chair, 2013/14-2015/16 Arts & Sciences College Council
- Elected Representative, 2011/12 and 2016/17 Exec Cmte CAS College Council
- Elected Representative, 2006-2007, University Senate
- Elected Representative, 1999- 2002, University College Council
- Elected Secretary, 1999/2000, Arts & Sciences College Council

Roosevelt University

- Elected Faculty Trustee 2017/18, serving on the Roosevelt Board of Trustees
- Elected Parliamentarian 2016/17, University Senate
- Elected Secretary, 2001/02, University Senate

Professional Affiliations and Service to the Community:

Museum of Science and Industry, Chicago, IL

- Marketing Committee, Chair 2003 and 2004, Member 1996-2009
- President’s Council, Member 2002-2009

Association for Education in Journalism and Mass Communications

- Chicago Host Committee, member 2012
- Internships and Careers Interest Group, Elected Head 2004/05, Elected Vice Head and Programming Chair 2003/04, Elected Research Chair 2001/02 and 2002/03
- Advertising Division, Reviewer since 2001

American Marketing Association Academic Council

- Member and Reviewer since 1999

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PROFESSIONAL EXPERIENCE

**MARKETHINK Associates and
BIG SPARK! Marketing**, Chicago, IL **1/99 – Present**

Paid professional marketing services consultant working on a project basis.

Clients: GVG/Globetrotters, Amtrak, DL Ryan Partnership, SC Johnson, Havas/MPG

AMTRAK (National Railroad Passenger Corporation), Chicago, IL **8/95 – 12/98**
Senior Director, Marketing – Intercity Business Unit

Hired at manager level as a core member of the business turnaround team. Promoted to Marketing department head, responsible for a staff of 15 managers and directors planning and executing marketing activities supporting \$450 million in Amtrak passenger revenue.

KRAFT FOODS, Glenview, IL **5/88 – 8/95**
Senior Brand Manager

Leader of cross-functional brand team managing all aspects of the business system. Progressed through increasing levels of revenue, budget and administrative responsibilities. Last assignment was the Velveeta product (from 2/93) with \$360 million in revenue, an advertising/promotion budget of \$71 million and a staff of 4 direct reports.

Associate Brand Manager 10/89 – 8/91

Managed product development and simultaneous national new product launch of Fat Free Miracle Whip and Fat Free Mayonnaise from concept to market.

Associate Advertising Manager 5/88 – 10/89

Established in-house “consultancy” providing strategic media planning expertise to brand/agency teams for 26 advertised brands working with 8 national advertising agencies and combined media budgets of \$200 million.

FOOTE, CONE & BELDING, Chicago, IL **3/84 – 5/88**
Media Supervisor

Managed media planning activities on Kraft brands with budgets totaling \$60 million.

W.B. DONER & COMPANY/SOUTHWEST, Houston, TX **10/83 – 3/84**
Media Supervisor

Media planning and execution on regional clients, budgets totaling \$36 million annually.

CAMPBELL-MITHUN, Minneapolis, MN **7/79 – 10/83**
Media Supervisor

Started immediately out of college as Media Analyst; learned media planning and buying. Promoted in December 1982 to Media Supervisor.